

January 30, 2008

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: The Commercial Mobile Alert System – PSHSB Docket No. 07-287

Dear Members of the F C C:

I am writing in reference to PSHSB Docket No. 07-287 and to express my strong support of ALERT FM, an FM-based alert and single-to-multipoint messaging system that delivers targeted information via FM radio signals. With the launch of ALERT FM, targeted alerts and messages are received on ALERT FM receivers and other mobile devices, including cell phones, PDAs, and other specialized receivers equipped with FM chips. ALERT FM incorporates Radio Broadcast Data System (“RBDS”) technology to send digital information using conventional FM radio infrastructure. Broadcasters will receive this RBDS technology at no cost to the station.

The reliability and redundancy of ALERT FM lie in its use of a pre-existing network of FM radio towers, which in turn provide overlapping coverage of an area – even if one radio tower is down a signal can be picked up from another. With the use of FM radio signals, the ALERT FM system has the ability to provide an encrypted information transmission medium with multiple backup and area-wide coverage without the “nodal vulnerability” of other communication systems. This system is a powerful, switchless solution because messages will not clog up existing switched wireless networks, and the broadcast signal is more robust than other systems.

As President of the Mississippi Association of Broadcasters, representing over 200 Mississippi radio and television stations, we are committed to keeping our community and state safe. As more stations become a part of the ALERT FM system, broadcasters across the country will improve the immediate delivery of real-time alerts in emergency situations. We fully support ALERT FM as a demonstration of our commitment to first responders, businesses and citizens. Total reliance on cell-, Web- and satellite-based communication before, during and after a crisis results in an inadequate or nonexistent supply of critical lifesaving information.

In closing, let me reiterate my commitment and enthusiastic support of ALERT FM.
Please feel free to contact me should questions arise.

Sincerely,

A handwritten signature in cursive script that reads "Jackie Lett". The signature is fluid and extends to the right.

Jackie Lett
Mississippi Association of Broadcasters
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Ridgeland, MS 39157
601-957-9121